

Message Text

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21

ACTION EA-09

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FM AMEMBASSY BANGKOK

TO USDOC WASHDC

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UNCLAS BANGKOK 19180

E.O. 11652: N/A

TAGS:BEXP, TH

SUBJECT: WTDR/FTI - LOUIS T. LEONOWENS, LIMITED

REF : USDOC 9239

1. THAILAND 1. CNTRY CODE: 549 3. SER. NO: 0067800

4. LOUIS T. LEONOWENS, LIMITED

4A. CODE: K

5. 723 HONG KONG BANK LANE, SIPHYA ROAD, P.O. BOX 791

6. BANGKOK, THAILAND

7. ESTABL: 1875 8. EMPL: 400 9. SIZE: (18-X) VERY LARGE

10. REPUTATION: (22-X) EXCELLENT

11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED
IN ORDER OF IMPORTANCE: EUROPE, U.S.A., JAPAN

12. RPT. DATE: 07/76

13A. 28400/235 IMP. AND DISTR. OF SOAP,DETERGENTS, CLEANING
PREPARATIONS, COSMETICS

13B. 20700/235 IMP. AND DISTR. OF CONFECTIONERY AND RELATED
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PRODUCTS

13C. 35229/235 IMP. AND DISTR. OF FARM MACHINERY

13D. 34294/235 IMP. AND DISTR. OF CUTLERY, HAND TOOLS,
GENERAL HARDWARE

13E. 36910/235 IMP. AND DISTR. OF STORAGE BATTERIES

13F. 35610/235 IMP. AND DISTR. OF GENERAL INDUSTRIAL
MACHINERY

13G. 36231/235 IP. AND DISTR. OF WELDING EQUIPMENT

13H. 24211/4 EXP. OF LUMBER

14. CONTACT: D.G. FRAZER TITLE: GENERAL MANAGER

15. CABLE: LEONOWENS BANGKOK 16. TELEX: N/A

17 TEL: 233-5910-9

18. FINANCIAL REFS: HONGKONG & SHANGHAI BANKING
CORPORATION, P.O. BOX 57, BANGKOK; MERCANTILE BANK LTD.,
64 SILOM ROAD, BANGKOK; THE CHARTERED BANK, P.O. BOX 320,
BANGKOK.

19. TRADE REFS: MASSEY-FERGUSON, INC., 1901 BELL AVENUE,
DES MOINES, IOWA 50315; LIBBY MCNEILL & LIBBY, 520 SOUTH EL
CAMINO REAL, SAN MATEO, CALIFORNIA 94402.

20. AGENCY REP: MASSEY FERGUSON, INC., 1901 BELL AVENUE,
DES MOINES, IOWA, FARM TRACTORS, ACQ: N/A; COLGATE PALMOLIVE
(THAILAND) LTD., BANGKOK, DETERGENTS AND TOOTHPASTE,
TOILET PREPARATIONS, ACQ: N/A; LIBBY, MCNEILL & LIBBY LTD.,
520 SOUTH EL CAMINO REAL, SAN MATEO, CALIFORNIA, CONSUMER
PRODUCTS, ACQ: N/A; MCCULLOCH CORP., INT'L DIVISION, 6101
WEST CENTURY BLVD., LOS ANGELES, CALIFORNIA, CHAIN SAWS,
ACQ: N/A; EUTECTIC CORP., 40-44 172 STREET, FLUSHING, NEW
YORK, WELDING EQUIPMENT, ACQ: N/A; CHLORIDE BATTERIES S.E.
ASIA PTE. LTD., JURONG TOWN, SINGAPORE 22, STORAGE BATTERY,
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ACQ: N/A; ETC.

21. SUBJECT FIRM IS A BRANCH OF LOUIS T. LEONOWENS LTD. OF
LONDON, WHICH IS IN TURN A SUBSIDIARY OF DENNY, MOTT &
DICKSON LTD. ITS HEAD OFFICE IN LONDON WAS INCORPORATED IN
1905 WITH AN AUTHORIZED CAPITAL OF 150,000 POUNDS. THE BANGKOK
BRANCH WAS INITIALLY OPERATED AS A FOREST CONCESSIONAIRE AND
TIMBER EXPORTER. PRESENTLY, FIRM OPERATES AS A GENERAL IMPORTER

AND DISTRIBUTOR OF AGRICULTURAL, INDUSTRIAL AND ENGINEERING MACHINERY AND EQUIPMENT, MACHINE TOOLS, BUILDING MATERIALS, HANDWARE AND PROVISIONS. IN ADDITION, FIRM ALSO EXPORTS THAI TEAK AND OTHER HARD AND SOFT WOODS TO THE UNITED STATES, EUROPE AND JAPAN. IN 1965, ITS SISTER COMPANY, LOUIS T. LEONOWENS (TRACTORS) LTD., OPENED A MODERN ASSEMBLY PLANT FOR AGRICULTURAL "MASSEY-FERGUSON" TRACTORS, AND ALL THE TRACTORS ARE MARKETED THROUGH LOUIS T. LEONOWENS, LIMITED. LOUIS T. LEONOWENS IS CONSIDERED AS ONE OF THE LEADING TRADING FIRMS IN THAILAND. ITS BUSINESS ENJOYS AN EXCELLENT REPUTATION AND IS HIGHLY REGARDED BOTH BY BANKING AND COMMERCIAL SOURCES. EMBASSY HIGHLY RECOMMENDS THIS FIRM TO U.S. SUPPLIERS.

22. PREPARED BY: S. SAMRAN APPROVED BY: THOMAS C. STAVE
AT: AMEMBASSY BANGKOK.
WHITEHOUSE

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